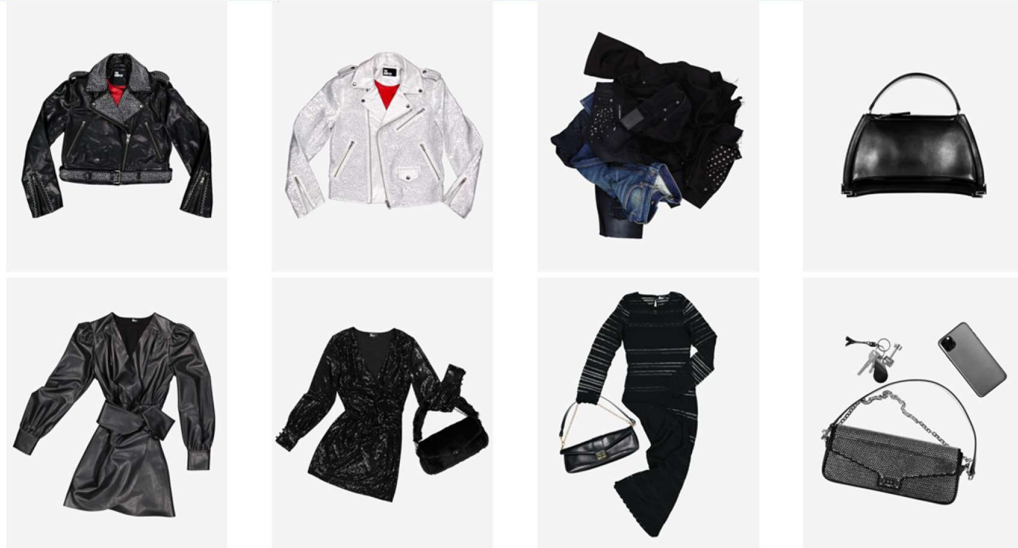


CES® 2024 - LAS VEGAS THE KOOPLER x IMKI COLLABORATION LAUNCH OF AN AI- POWERED CAPSULE COLLECTION

As part of the CES (Consumer Electronic Show) in Las Vegas, **IMKI**, a start-up specializing in the design and development of customized generative Artificial Intelligence, is launching the AI-Powered Capsule Collection with **The Koopler**, a French ready-to-wear brand founded in 2008, a collaboration between The Koopler x IMKI, bringing together the best of both worlds to revisit the brand's iconic pieces.

THE KOOPLER – AI POWERED CAPSULE COLLECTION



THE KOOPLER X IMKI, AN ORIGINAL CAPSULE BORN OF GENERATIVE AI

At the intersection of fashion and technology, a new era is born. The Koopler and IMKI will unveil an exclusive **AI-powered capsule collection** at CES Las Vegas 2024. This collaborative effort brings together the best of both **know-hows** to redefine The Koopler's iconic pieces, including perfecto jackets, dresses, jeans, and bags.

Each piece within the AI-Powered Capsule Collection has been crafted by an **Augmented Creative AI "The Koopler"**, that supports the art direction in its creative process. This AI-driven process ensures that each garment embodies The Koopler's signature aesthetic, capturing the essence of the brand's DNA and heritage while simultaneously embracing the cutting-edge innovation of AI.



IMKI ENHANCES BRAND HERITAGE BY CREATING AN AUGMENTED CREATIVE AI TOOLS

IMKI's Augmented Creative AI, a **tailor-made tool**, revealing all its power in the service of brand heritage and design, is tending to **empower these sectors by accelerating the creative process** and reducing production costs. **The aim ?** To multiply creative capacities and safeguard brand DNA, to build on their heritage.

IMKI's Augmented Creative AI is revolutionizing the fashion industry, unlocking a world of possibilities for brands seeking to push the boundaries of design and innovation. **This groundbreaking technology empowers designers to reimagine iconic pieces** and engage with their audience in unprecedented ways.

Revisiting iconic pieces and breathing new life into Heritage, IMKI's AI can serve as an invaluable solution for revisiting timeless creations, breathing new life into iconic pieces, and reinterpreting them for modern audiences. **This ability to revisit iconic pieces allows brands** to tap into their heritage and legacy while simultaneously staying fresh and relevant in today's ever-evolving fashion landscape.

"Whether in Leisure or Culture, Artificial Intelligence can explore all sectors where drawing is at the heart of the creative process. IMKI opens a whole new world of possibilities for many companies wishing to push back the boundaries of creative content." Frédéric Rose, CEO & Founder, IMKI.

The Kooples

"AI is a tremendous opportunity for the studio. It multiplies creativity and offers ideas on hundreds of different themes, which allows the studio to concentrate on the final additions and fittings of the products. It's a real time-saver and a wealth of ideas!" Anne Laure Couplet, CEO, The Kooples

Discover The Kooples x IMKI Capsule Collection

CES® 2024 in Las Vegas | January 09 to 12, 2024 | EUREKA PARK
The Venetian Convention & Expo Center | Las Vegas | Hall G - Stand 60 401

CES UNVEILED: January 7, 2024 | Shoreline Exhibit Hall, Mandalay Bay Convention Center

[Visual to download](#)



About The Kooples

A French ready-to-wear brand founded in 2008 by the Elicha brothers, The Kooples made its mark on the style of the 2000s with its tailoring expertise, highly identifiable silhouettes and unforgettable couples campaigns. The brand combines the rock spirit of the '70s with statutory, free-spirited fashion that boldly remixes the zeitgeist.

15 years of history reinforce The Kooples' determination to defy convention, stay true to its rebellious spirit, and celebrate authenticity.

The brand, which joined the MF Brands group in 2019, continues to write the future with new energy, now led by CEO Anne-Laure Couplet and accompanied by Artistic Director Pierre Kaczmarek.

About IMKI

Founded in October 2020 in Strasbourg by Frédéric Rose, IMKI is a start-up specializing in the creation of customized Artificial Intelligence for Luxury and Culture.

IMKI | Augmented Creativity

Awards : [CES®2024 Innovation Awards Honoree](#) / CES®2024 French Tech Award in AI

About CES

CES® is the world's most powerful technology event - the proving ground for cutting-edge technologies and global innovators. It's where the world's biggest brands do business and meet new partners, and where the most cutting-edge innovators take to the stage. Owned and produced by the Consumer Technology Association (CTA)®, CES showcases all aspects of the technology sector.

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